

We claim:

1 1. A loyalty suite business method for managing customer
2 relationships for a client enterprise, the method comprising
3 the steps of:
4 developing a framework including hypotheses regarding the
5 client's customer relationships and information regarding the
6 customer relationships;
7 reviewing the client business strategy and the client
8 customer relations strategy;
9 identifying projects to obtain data needed to develop a
10 customer-centered strategy;
11 analyzing the business strategy, the customer relations
12 strategy and the information regarding the customer
13 relationships;
14 developing a customer-centered strategy;
15 identifying client enterprise deficiencies, including
16 deficiencies in marketing, sales and service;
17 developing a customer loyalty roadmap;
18 using the framework, determining an inside-out view of
19 customer expectations and determining an outside-in view of
20 customer expectations;
21 validating the outside-in view of customer expectations;
22 prioritizing customer needs for action and/or investment;
23 developing a capability model and key enablers;
24 recommending tasks to be performed by the client to
25 implement the customer-centered strategy;
26 reviewing the client enterprise business and technology
27 environment;
28 developing a customer value index and customer loyalty
29 management approach; and
30 testing the customer value index and the customer loyalty
31 management approach.

1 2. The loyalty suite business method of claim 1, further
2 comprising the step of identifying factors which engender
3 customer loyalty from a customer perspective.

1 3. The loyalty suite business method of claim 2, further
2 comprising the step of determining capabilities and enablers
3 needed for delivery of customer value by the client.

1 4. The loyalty suite business method of claim 1, further
2 comprising the step of determining a value received by
3 customers from the client enterprise.

1 5. The loyalty suite business method of claim 1, further
2 comprising the step of identifying and prioritizing
3 interactions between the client enterprise and customers, so as
4 to define opportunities to create customer satisfaction.

1 6. The loyalty suite business method of claim 5, further
2 comprising the step of identifying critical tasks to perform in
3 order to create customer loyalty.

1 7. The loyalty suite business method of claim 6, wherein
2 identification of said critical tasks leads to identification
3 of essential client enterprise capabilities.